

**Central Washington University
Location Notification of Intent**

Program Name: Bachelor of Science Social Services

Degree Granting Unit: College of the Sciences

Degree: B. S. Social Services

Level: Bachelor **Type:** Science

Major: Social Services **CIP:** 51.1502

Proposed Starting Date: Fall 2009

Location: CWU-Pierce County
9401 Farwest Dr. SW
Lakewood, WA

Mode of Delivery: Combination of traditional classroom, distance education using interactive television capabilities of CWU's university center system, web-based coursework, and internships/practice.

Scheduling: Day and evening classes with the possibility of some weekend classes.

Attendance Options: Full-time/Part-time

Projected Enrollment: See Form 5 attached

Funding: Pierce College – Ft. Steilacoom – Community College Contract

Contract Information: **Hong Xiao, Ph.D.**
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Endorsement by Chief Academic Officer
Wayne Quirk, Provost/Senior Vice President
for Academic Affairs

Date

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Substantive Statement of Need

Overview

Central Washington University (CWU) proposes to expand access of the Bachelor of Science - Social Services program by offering it at CWU- Pierce County university center. Currently, the sociology department offers a minor in Sociology at all of the university centers. It is anticipated that the program initially target 15 FTE for the 2009-2010 academic year with an increase of 15 additional FTE the following year. Students would complete their associate degrees from regional Community Colleges (e.g., Pierce College, Tacoma Community College, South Puget Sound Community College) and then enroll into the B.S. Social Services program. The CWU College of the Sciences oversees the administration of the B.S. Social Services program.

Program Description

This degree program is designed for students interested in working in the human services delivery systems. The coursework provides students with a strong grounding in sociology as well as the applied field of social services. The curriculum emphasizes theory, research methods, data analysis, as well as substantive knowledge and skills in social services profession. Students learn critical issues in the field and apply their learning in internships. The 60 credit program includes a four credit internship/practicum.

Responsiveness to Employer and Community Needs

The B.S. Social Services program provides the educational background and training necessary for a wide array of jobs at the national, state, and local levels. Social Services graduates work alongside social workers, counselors, law enforcement officers, doctors, therapists, and other specialists who help individuals tackle major challenges in their lives. Many social services programs provide intervention for citizens with substance abuse problems or victims of crime or violence. Expansion of this program aligns with the goal of the Higher Education Coordination Boards' *State and Regional Needs Assessment*: "to increase participation in higher education in areas and among groups where need is great."

National –

National demand for graduates such as those from the B.S. Social Services program will be constantly growing as the 'Baby-Boomer Generation' ages. According to the 2008-2009

Occupational Outlook Handbook¹ from the Bureau of Labor Statistics, employment in the field of social services/social work is expected to grow faster by average for all occupations through 2016, especially for social workers who specialize in the aging population. In fact, it is expected that there will be an employment growth of 22 percent by 2016.

State –

The online website for WorkForce Explorer-Washington² indicates whether certain occupations are currently in demand, balanced or not in demand in specific regions. A search of Social Services-related occupations in Washington State indicated the following anticipated demands for occupations such as:

- Child, Family, and School Social Workers
 - March 2008 – Average Hourly wage - \$21.45
 - Short-Term Employment Projections – 2007 2nd Qtr-4,401 and 2009 2nd Qtr-4,589 – a growth rate of 2.1%
 - Overall Employment Projections – 2006-4,254 and 2016-5,213 – a growth rate of 18.4%
- Community & Social Services Specialists
 - March 2008 – Average Hourly wage - \$17.57
 - Short-Term Employment Projections – 2007 2nd Qtr-3,959 and 2009 2nd Qtr-4,178 – a growth rate of 2.7%
 - Overall Employment Projections – 2006-3,796 and 2016-4,920 – a growth rate of 22.8%
- Social and Community Service Manager
 - March 2008 – Average Hourly wage - \$41.03
 - Short-Term Employment Projections – 2007 2nd Qtr-1,271 and 2009 2nd Qtr-1,330 – a growth rate of 2.3%
 - Overall Employment Projections – 2006-1,225 and 2016-1,532 – a growth rate of 20%

All of these occupations require significant training in social services, with most requiring a minimum of a bachelor's degree. The CWU B.S. Social Services program provides the educational background and training necessary for most of these positions.

Local –

Several data sources support significant economic and community need for the B.S. Social Services degree. This data will be presented in general geographical terms of the where CWU is requesting location addition. Specifically, this includes Pierce and King Counties.

In Metropolitan King County, a sales tax was enacted, effective January, 2008 which will raise an estimated \$54,000,000 annually to fund new or expand existing mental health and substance

¹ U.S. Department of Labor, Bureau of Labor Statistics, <http://www.bls.gov/oco/ocos060.htm#outlook>

² WorkForce Explorer-Washington, <http://www.workforceexplorer.com/>

³ *Baccalaureate Enrollment Growth Needed to Meet Educational Needs of Technical Associate Degree Graduates* (Research Report #05-1) Washington State Board for Community & Technical Colleges.

abuse facilities and therapeutic courts. The funding potentially creates new positions in mental health, chemical dependency, and housing agencies in the general Seattle/King County area for which graduates of the B.S. Social Services degree program could potentially apply. In addition, jobs related to chemical dependency, social and community service managers, eligibility interviewers for government programs, and community and social service specialists and assistants are likely to be in higher demand as well.³

Based on labor and market data from the Washington State Employment Security Department, over 11,000 social service related positions are available in the Seattle-King County area while an additional 19,600 social service positions exist outside of Seattle-King County area and are available for potential employment. With anticipated annual turnover and skills/degree upgrades, there is significant job opportunity and potential for B.S. Social Services degree graduates.

Also, in analyzing Pierce County and the greater Tacoma Metro Area, the Washington State Employment Security Department predicts an annual job market increase of 3.4% over one year and 26% over six years in social service related job openings². This equates to approximately 32 new jobs created each year for the next few years. The HECB state and regional needs assessment report⁴ also noted that “health care and social assistance occupations have historically provided the largest number of jobs and highest wages in Pierce County and that the trend was projected to continue.”

Student Demand

Students at Pierce College have consistently expressed both an interest in pursuing a degree in Social Services and their frustration that their options for CWU bachelor degree programs in the Seattle area are so limited. Data from CWU’s Office of Institutional Research shows an upward trend in the number of Sociology minors for the past four years as shown in the following chart. This type of information has traditionally been helpful in assessing potential student demand.

Trend in Westside Sociology Minors

	Spring 2006	Spring 2007	Spring 2008	Spring 2009
Des Moines	1	4	12	16
Lynnwood	1	7	4	10
Pierce County	0	1	1	5
Total	2	12	17	31

Student interest was recently (March, 2009) gauged by surveying students from six community colleges (Pierce, Highline, Green River, South Puget Sound, Tacoma, and South Seattle) that could potentially enroll in the BS – Social Services program. From the seventy-six survey respondents, it was discovered that 80% wanted to pursue a four year baccalaureate degree within commuting distance from their home. In addition, almost 20% expressed interest in enrolling in the CWU B.S. Social Services degree if it were offered at Pierce College.

Summary –

Overall, the Bachelor of Science – Social Services program provides the educational background and flexibility necessary for a wide array of jobs at the national, state, and local levels. This employer/community need combined with the demand by students support CWU's request for a location addition from the Higher Education Coordinating Board.

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HECB Form 5

Enrollment Targets

Year	1	2	3	4	5
Headcount	18	36	54	54	54
FTE	15	30	45	45	45
Program Graduates	0	15	15	30	30